

# CRISTINA EDWARDS

## SUMMARY

A highly motivated and independent learner who has rapidly developed strong design skills since beginning formal theory in early 2024. Passionate about both the art and discipline of design, with a keen ability to craft visually compelling, strategic branding that resonates with the right audience. Skilled at explaining the psychology behind design decisions, ensuring businesses connect effectively with their target market. Open to new and innovative concepts, constantly learning new tools and methodologies to elevate creative solutions. Eager to diversify into animation and web design to expand creative impact.

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📍 Brighton, East Sussex

## EXPERIENCE

### Freelance Graphic Designer

Self Employed

February 2024 to Present

- \* Branding
- \* Logo Design
- \* Product Packaging
- \* Social Ads
- \* Web Design

### Digital Marketing Apprentice

KSM Telecom

March 2021 to January 2022

- \* SEO
- \* Social media management
- \* Email Marketing
- \* Graphic Design - whitepapers, social ads, social content, blog thumbnails, website content, web design, email marketing, photography + retouching, brand management.
- \* Copywriting

## EDUCATION

### Business Communication

Extended Diploma Level 3

MMM

Highbury College

2019 to 2021

- \* Marketing & Branding
- \* Business Strategy & Management
- \* Finance & Legal Essentials
- \* Retail and Consumer Insights
- \* Corporate Social Responsibility & Ethics
- \* Operations & Team Management

### Graphic Design & Interactive Media

Level 1

GRADE 3

Highbury College

2019 to 2021

- \* Designed a double page spread with Adobe Indesign
- \* Created an Interactive PDF with Adobe Indesign
- \* Manipulated and retouched images with Adobe Photoshop
- \* Gave and Received constructive feedback to a team of designers.